

ORDER

**WKYC**

Orders

Order / Rev: 706616

Alt Order #: 06278681

Product Desc: OBAMA FOR AMERICA

Estimate: 1536

Flight Dates: 09/11/12 - 09/17/12

Original Date / Rev: 08/29/12 / 08/29/12

Order Type: Political

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Greer Margolis Mitchell/ Pol

Buying Contact:

Billing Contact:

3050 K St NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: WEEKLY

Agency Commission: 15%

Advertiser

Name: Obama/D/President

Demographic: A35+

Product Codes: PL-Presidential,Political,PL-Federal

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|--------------|
| 09/10/12 | 09/16/12 | 152 | \$156,350.00 | \$132,897.50 |
| 09/17/12 | 09/23/12 | 25 | \$36,700.00 | \$31,195.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|------------|---------------------|---------------------|-------------|
| September 2012 | 177 | \$193,050.00 | \$164,092.50 | 0.00 |
| Totals | 177 | \$193,050.00 | \$164,092.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|--------------|
| WKYC | 32% | \$193,050.00 |
| Market | 100% | \$603,281.25 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| WBNX | 0% | \$0.00 |
| WEWS | 21% | \$126,689.06 |
| WJW | 30% | \$180,984.38 |
| WOIO | 15% | \$90,492.19 |
| WUAB | 2% | \$12,065.62 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| N 1 | WKYC | 09/12/12 | 09/14/12 | Days of Our Lives | CM | 1p-2p | --WTF-- | :30 | 4 | \$375.00 | P-5 | 0.00 | NM | 4 | \$1,500.00 |
| | | | | Days of Our Lives | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | 4 | | \$375.00 | | 0.00 | | | | |
| N 2 | WKYC | 09/12/12 | 09/14/12 | M-F 11a-1230p | CM | 11a-1230p | --WTF-- | :30 | 4 | \$150.00 | P-5 | 0.00 | NM | 4 | \$600.00 |
| | | | | 11a-1230p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | 4 | | \$150.00 | | 0.00 | | | | |
| N 3 | WKYC | 09/12/12 | 09/14/12 | Tonight Show | CM | 1135p-1237a | --WTF-- | :30 | 4 | \$800.00 | P-5 | 0.00 | NM | 4 | \$3,200.00 |
| | | | | Tonight Show | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/10/12 | 09/16/12 | --WTF-- | | | 4 | | \$800.00 | | 0.00 | | | | |

Order / Rev: 706616
 Alt Order #: 06278681
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| N 4 | WKYC | 09/12/12 | 09/14/12 | M-F 10-11a M-F 10-11a | CM | 10a-11a | --WTF-- | :30 | 4 | \$200.00 | P-5 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | | \$200.00 | | 0.00 | | | |
| N 5 | WKYC | 09/12/12 | 09/14/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | --WTF-- | :30 | 4 | \$375.00 | P-5 | 0.00 | NM | 4 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | | \$375.00 | | 0.00 | | | |
| 6 | WKYC | 09/12/12 | 09/14/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | --WTF-- | :30 | 4 | \$200.00 | P-5 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | | \$200.00 | | 0.00 | | | |
| N 7 | WKYC | 09/12/12 | 09/14/12 | Last Call Last Call w/Carson Daly | CM | 135a-205a | --WTF-- | :30 | 4 | \$200.00 | P-5 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | | \$200.00 | | 0.00 | | | |
| N 8 | WKYC | 09/12/12 | 09/14/12 | M-F 2-3p Rachel Ray | CM | 2-3p | --WTF-- | :30 | 4 | \$300.00 | P-5 | 0.00 | NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | | \$300.00 | | 0.00 | | | |
| N 9 | WKYC | 09/12/12 | 09/14/12 | M-F 3-4p The Doctors | CM | 3p-4p | --WTF-- | :30 | 6 | \$350.00 | P-5 | 0.00 | NM | 6 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 6 | | | | \$350.00 | | 0.00 | | | |
| N 10 | WKYC | 09/12/12 | 09/14/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | --WTF-- | :30 | 6 | \$450.00 | P-5 | 0.00 | NM | 6 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 6 | | | | \$450.00 | | 0.00 | | | |
| N 11 | WKYC | 09/12/12 | 09/14/12 | M-F 430a-5a 430a News | CM | 430a-5a | --WTF-- | :30 | 4 | \$100.00 | P-5 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | | \$100.00 | | 0.00 | | | |
| N 12 | WKYC | 09/12/12 | 09/14/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | --WTF-- | :30 | 8 | \$350.00 | P-5 | 0.00 | NM | 8 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 8 | | | | \$350.00 | | 0.00 | | | |
| N 13 | WKYC | 09/12/12 | 09/14/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | --WTF-- | :30 | 5 | \$700.00 | P-5 | 0.00 | NM | 5 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 5 | | | | \$700.00 | | 0.00 | | | |
| N 14 | WKYC | 09/12/12 | 09/14/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | --WTF-- | :30 | 6 | \$1,800.00 | P-5 | 0.00 | NM | 6 | \$10,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 6 | | | | \$1,800.00 | | 0.00 | | | |
| N 15 | WKYC | 09/12/12 | 09/14/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | --WTF-- | :30 | 8 | \$800.00 | P-5 | 0.00 | NM | 8 | \$6,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 8 | | | | \$800.00 | | 0.00 | | | |
| N 16 | WKYC | 09/12/12 | 09/14/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | --WTF-- | :30 | 6 | \$2,800.00 | P-5 | 0.00 | NM | 6 | \$16,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 6 | | | | \$2,800.00 | | 0.00 | | | |
| N 17 | WKYC | 09/12/12 | 09/14/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | --WTF-- | :30 | 6 | \$1,800.00 | P-5 | 0.00 | NM | 6 | \$10,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 6 | | | | \$1,800.00 | | 0.00 | | | |
| N 18 | WKYC | 09/12/12 | 09/14/12 | M-F 7-9a Today Today Show | CM | 7a-9a | --WTF-- | :30 | 16 | \$800.00 | P-5 | 0.00 | NM | 16 | \$12,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---------------------------------------|-------|----------------------------------|---------|-----|-------------|-------------|-----|---------------|------|-------|-------------|
| N18 | WKYC | 09/12/12 | 09/14/12 | M-F 7-9a Today Today Show | CM | 7a-9a | --WTF-- | :30 | 16 | \$800.00 | P-5 | 0.00 | NM | 16 | \$12,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 16 | | | \$800.00 | | | 0.00 | | | |
| N19 | WKYC | 09/12/12 | 09/14/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | --WTF-- | :30 | 4 | \$1,200.00 | P-5 | 0.00 | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 4 | | | \$1,200.00 | | | 0.00 | | | |
| N20 | WKYC | 09/12/12 | 09/14/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | --WTF-- | :30 | 8 | \$400.00 | P-5 | 0.00 | NM | 8 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTF-- | | 8 | | | \$400.00 | | | 0.00 | | | |
| N21 | WKYC | 09/12/12 | 09/15/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | --WTFs- | :30 | 7 | \$1,800.00 | P-5 | 0.00 | NM | 7 | \$12,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --WTFs- | | 7 | | | \$1,800.00 | | | 0.00 | | | |
| N22 | WKYC | 09/14/12 | 09/14/12 | Fri Prime C Fri Prime C | CM | 10-11p | ----F-- | :30 | 1 | \$3,000.00 | P-5 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | ----F-- | | 1 | | | \$3,000.00 | | | 0.00 | | | |
| N23 | WKYC | 09/14/12 | 09/14/12 | Fri Prime B Fri Prime B | CM | 9-10p | ----F-- | :30 | 1 | \$3,000.00 | P-5 | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | ----F-- | | 1 | | | \$3,000.00 | | | 0.00 | | | |
| N24 | WKYC | 09/17/12 | 09/17/12 | Mon Prime Other Monday Prime Other | CM | Various (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$10,000.00 | P-5 | 0.00 | NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | \$10,000.00 | | | 0.00 | | | |
| N25 | WKYC | 09/15/12 | 09/16/12 | EN (Sa-Su) Early News (Sa-Su) | CM | 6P-7P Sa/Su (6:00 PM-6:30 PM) | -----SS | :30 | 2 | \$1,800.00 | P-5 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----SS | | 2 | | | \$1,800.00 | | | 0.00 | | | |
| N26 | WKYC | 09/15/12 | 09/15/12 | Sat 1030a-11a Sat 1030-11a | CM | Sat 1030-11a | -----S- | :30 | 1 | \$250.00 | P-5 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | 1 | | | \$250.00 | | | 0.00 | | | |
| N27 | WKYC | 09/15/12 | 09/15/12 | 630A-7A Chris Matthews Show | CM | 630a-7a | -----S- | :30 | 1 | \$500.00 | P-5 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | 1 | | | \$500.00 | | | 0.00 | | | |
| N28 | WKYC | 09/15/12 | 09/15/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$500.00 | P-5 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | 1 | | | \$500.00 | | | 0.00 | | | |
| N29 | WKYC | 09/15/12 | 09/15/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-9a | -----S- | :30 | 2 | \$800.00 | P-5 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | 2 | | | \$800.00 | | | 0.00 | | | |
| N30 | WKYC | 09/15/12 | 09/15/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | -----S- | :30 | 3 | \$800.00 | P-5 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | 3 | | | \$800.00 | | | 0.00 | | | |
| N31 | WKYC | 09/15/12 | 09/15/12 | Sat Prime B Sat Prime B | CM | 9-10p (9:00 PM-10:00 PM) | -----S- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S- | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| N32 | WKYC | 09/16/12 | 09/16/12 | Meet the Press Meet the Press | CM | 1030a-1130a | -----S | :30 | 1 | \$3,500.00 | P-5 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |

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Advertiser: Obama/D/President
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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--|-------|------------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| N32 | WKYC | 09/16/12 | 09/16/12 | Meet the Press Meet the Press | CM | 1030a-1130a | -----S | :30 | 1 | \$3,500.00 | P-5 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| N33 | WKYC | 09/16/12 | 09/16/12 | Browns Pre-Game Huddle Browns Pre-Game Huddle | CM | 1130a-12p | -----S | :30 | 1 | \$1,800.00 | P-5 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| N34 | WKYC | 09/16/12 | 09/16/12 | Su 12-1230p Channel 3 News at Noon Su | CM | 12-1230p /Su | -----S | :30 | 1 | \$400.00 | P-5 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$400.00 | | 0.00 | | | |
| N35 | WKYC | 09/16/12 | 09/16/12 | 5A-530A Hometime | CM | 5a-530a | -----S | :30 | 1 | \$250.00 | P-5 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$250.00 | | 0.00 | | | |
| N36 | WKYC | 09/16/12 | 09/16/12 | 530A-6A America's Black Forum | CM | 530a-6a | -----S | :30 | 1 | \$250.00 | P-5 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$250.00 | | 0.00 | | | |
| N37 | WKYC | 09/16/12 | 09/16/12 | NFL Pregame Show NFL Pre-Game | CM | NFL Pre-Game (7:00 PM-8:00 PM) | -----S | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| N38 | WKYC | 09/16/12 | 09/16/12 | NFL Pregame Show NFL Pre-Game | CM | NFL Pre-Game (7:00 PM-8:00 PM) | -----S | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| N39 | WKYC | 09/16/12 | 09/16/12 | NFL Regular Season Football NFL Football | CM | NFL Football (8:00 PM-11:00 PM) | -----S | :30 | 2 | \$6,500.00 | P-5 | 0.00 | NM | 2 | \$13,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 2 | | | | \$6,500.00 | | 0.00 | | | |
| N40 | WKYC | 09/16/12 | 09/16/12 | SUN TDY NBC Today Show (Su) | CM | 8a-9a | -----S | :30 | 2 | \$800.00 | P-5 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 2 | | | | \$800.00 | | 0.00 | | | |
| N41 | WKYC | 09/16/12 | 09/16/12 | Sun 9-1030a Channel 3 News Sun 9a | CM | 9a-1030a | -----S | :30 | 3 | \$800.00 | P-5 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | -----S | | 3 | | | | \$800.00 | | 0.00 | | | |
| N44 | WKYC | 09/12/12 | 09/12/12 | Wed Prime A Wed Prime A | CM | 8-9p (8:00 PM-9:00 PM) | --W---- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --W---- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| N45 | WKYC | 09/12/12 | 09/12/12 | Wed Prime C Wed Prime C | CM | 10-11p | --W---- | :30 | 1 | \$3,500.00 | P-5 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | --W---- | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| N46 | WKYC | 09/17/12 | 09/17/12 | Days of Our Lives Days of Our Lives | CM | 1p-2p | M----- | :30 | 1 | \$500.00 | P-5 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$500.00 | | 0.00 | | | |
| N47 | WKYC | 09/17/12 | 09/17/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | M----- | :30 | 1 | \$250.00 | P-5 | 0.00 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$250.00 | | 0.00 | | | |
| N48 | WKYC | 09/17/12 | 09/17/12 | Tonight Show Tonight Show | CM | 1135p-1237a | M----- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 706616
 Alt Order #: 06278681
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|---|-------|--------------------------------|--------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N48 | WKYC | 09/17/12 | 09/17/12 | Tonight Show Tonight Show | CM | 1135p-1237a | M----- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$1,200.00 | | 0.00 | | | |
| N49 | WKYC | 09/17/12 | 09/17/12 | M-F 10-11a M-F 10-11a | CM | 10a-11a | M----- | :30 | 1 | \$400.00 | P-5 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$400.00 | | 0.00 | | | |
| N50 | WKYC | 09/17/12 | 09/17/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | M----- | :30 | 1 | \$475.00 | P-5 | 0.00 | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$475.00 | | 0.00 | | | |
| N51 | WKYC | 09/17/12 | 09/17/12 | M-F 11a-1230p 11a-1230p | CM | 11a-1230p | M----- | :30 | 1 | \$400.00 | P-5 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$400.00 | | 0.00 | | | |
| N52 | WKYC | 09/17/12 | 09/17/12 | Last Call Last Call w/Carson Daly | CM | 135a-205a (1:35 AM-2:05 AM) | M----- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$300.00 | | 0.00 | | | |
| N53 | WKYC | 09/17/12 | 09/17/12 | M-F 2-3p Rachel Ray | CM | 2-3p | M----- | :30 | 1 | \$400.00 | P-5 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$400.00 | | 0.00 | | | |
| N54 | WKYC | 09/17/12 | 09/17/12 | M-F 430a-5a 430a News | CM | 430a-5a | M----- | :30 | 1 | \$175.00 | P-5 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$175.00 | | 0.00 | | | |
| N55 | WKYC | 09/17/12 | 09/17/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | M----- | :30 | 2 | \$650.00 | P-5 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 2 | | | | \$650.00 | | 0.00 | | | |
| N56 | WKYC | 09/17/12 | 09/17/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | M----- | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| N57 | WKYC | 09/17/12 | 09/17/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | M----- | :30 | 1 | \$2,400.00 | P-5 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$2,400.00 | | 0.00 | | | |
| N58 | WKYC | 09/17/12 | 09/17/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | M----- | :30 | 2 | \$1,400.00 | P-5 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 2 | | | | \$1,400.00 | | 0.00 | | | |
| N59 | WKYC | 09/17/12 | 09/17/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | M----- | :30 | 1 | \$3,500.00 | P-5 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$3,500.00 | | 0.00 | | | |
| N60 | WKYC | 09/17/12 | 09/17/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | M----- | :30 | 1 | \$2,400.00 | P-5 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 1 | | | | \$2,400.00 | | 0.00 | | | |
| N61 | WKYC | 09/17/12 | 09/17/12 | M-F 7-9a Today Today Show | CM | 7a-9a | M----- | :30 | 4 | \$1,400.00 | P-5 | 0.00 | NM | 4 | \$5,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/17/12 | 09/23/12 | M----- | | 4 | | | | \$1,400.00 | | 0.00 | | | |
| N62 | WKYC | 09/17/12 | 09/17/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | M----- | :30 | 1 | \$2,400.00 | P-5 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 706616
 Alt Order #: 06278681
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|-------------------------------------|-------|------------------------------|---------|-----|-------------|------------|---------------|------|------|--------------|------------|
| N62 | WKYC | 09/17/12 | 09/17/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | M----- | :30 | 1 | \$2,400.00 | P-5 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/17/12 | 09/23/12 | M----- | | 1 | | | \$2,400.00 | | 0.00 | | | | |
| N63 | WKYC | 09/17/12 | 09/17/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a (9:00 AM-10:00 AM) | M----- | :30 | 2 | \$600.00 | P-5 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/17/12 | 09/23/12 | M----- | | 2 | | | \$600.00 | | 0.00 | | | | |
| N64 | WKYC | 09/13/12 | 09/13/12 | Thu Prime Other Thu Prime Other | CM | Various | ---T--- | :30 | 1 | \$7,000.00 | P-5 | 0.00 | NM | 1 | \$7,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 09/10/12 | 09/16/12 | ---T--- | | 1 | | | \$7,000.00 | | 0.00 | | | | |
| Totals | | | | | | | | | | | | | 177 | \$193,050.00 | |